**Adidas**

Adidas has been under scrutiny about the use of sweetshops. The brand itself is a world known brand. More than half of the products made are from overseas in sweatshops. Most of the people working in these shops are between the ages of 17-24 years old. Adidas is an athletic company that makes clothing, shoes, bags and workout gear for all ages. Many communities around the world are trying to promote buying sweatshop free clothing. Sweatshops exploit young women and men to work for cents on the dollar to produce these products. While working for cents on the dollar the young workers’ wages don’t stand to improve their wellbeing/ lifestyle. Once introduced into these shops that all they tend to know and do, as a result many of them never pursue a higher level of education. The lack of education keeps them working in the lower class jobs thus never advancing into career building jobs.

How it’s portrayed in the media

What could be done to promote ethical practices?

Every year the United States accounts for 75% of exports from countries that have no child labor laws. This isn’t something that will be in the Sunday newspaper, or something that will be in the 8 o’clock news. This is because media outlets are making their money from advertisements. A big majority of these advertisements are from big corporations that are taking advantage of child labor. In America the money talks and morals don’t. These media sources risk their integrity for a little bit of money.

There are opinions, and then there are facts. The opinion that child labor laws should be enforced is ethical. However, this isn’t enough to sway the general public. The facts are what will sway the people. The facts are what will turn the population against something that is tearing apart the world. This world is being destroyed by child labor. The statistics show that the majority of child laborers will not even graduate elementary school ( ). A lot of these kids can’t even read ( ). This might save the major corporations money when it comes to production costs, but in the end it makes imbalance in the world. The child who doesn’t know how to read ends up working for pennies, and then his children work for pennies and so on. In the end the poverty will accumulate, and what does America do to compensate? We flood money to those people to save them from dying.

Who pays for the funds that are poured into these developing countries? The American people do in a thing called taxes. So in the end who is it that loses? The American people don’t necessarily lose because the taxes are not substantial that will be put into these developing countries. The big corporations like Nike become rich because they end up paying pennies to produce large amounts of clothing and shoes. The children in developing countries however suffer. They have low standards of living and healthcare. People are dying in developing countries so that the American people can buy a cheaper pair of shoes or jeans. This isn’t even necessarily true because Nike makes a \_\_\_\_\_\_ return on all of their products ( ).

This is the real world. In the real world, real things happen. Nike wants the American people to see their pictures of campaigns where they gave a large amount of shoes to a Mexican village. However, this is all just a fabrication. They showcase a picture of eight year Pablo Hernandez putting on his brand new Nike shoes smiling. What they don’t show the general public is that Pablo had been working all day to stich up those very shoes. Nike wants the media to showcase their efforts to better humanity. They don’t want the media to show how they really are unethically tearing it apart. Nike is just one of the big corporations that expose child labor, there are countless more. The actually estimate of companies that impose child labor is \_\_\_\_\_\_( ).

* Story of media fabricating a story of child labor in the factories